



Rodio Mexican Cafe

Business Plan

[YEAR]

Just wow... Where the flavor inebriates you...

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1.

Executive Summary

Introducing Rodio Mexican Cafe

Funding Requirement & Capitalization Plan

Summary Financial Highlights

Introducing Rodio Mexican Cafe

Rodio

Rodio Mexican Cafe will be a very popular Mexican full-service restaurant that combines color, art, and great food and service in a Mexican art-oriented atmosphere. The food will be best described as a fusion between authentic Mexican and Tex Mex. The P

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Start writing here..

Funding Requirement & Capitalization Plan

Rodio will require \$300,000 in capital to fund the launch of the restaurant. Of that amount, \$5,000, has been contributed by the Company's shareholders. The balance of \$295,000 is being sought from investors. These funds and the cash flow generated from operations will fund the business operations for the foreseeable future. The capital provided from all sources will be utilized as follows.

| Amounts | Applications of Proceeds |
|-----------|---------------------------------|
| \$35,000 | Tenant Improvement |
| \$48,000 | Furniture, Fixtures & Equipment |
| \$217,000 | Working Capital |

Summary Financial Highlights

Financial projections of the Company's performance for the 5 years of the planning period are as follows:

| | Year1 | Year2 | Year3 | Year4 | Year5 |
|--------------------|-----------|-------------|-------------|-------------|-------------|
| Revenue | \$852,938 | \$1,044,341 | \$1,107,710 | \$1,175,150 | \$1,246,618 |
| Cost of Goods Sold | \$208,883 | \$255 757 | \$271,276 | \$287,792 | \$305,294 |
| Employee Expenses | \$314,402 | \$212,435 | \$218,8138 | \$225372 | \$232,133 |
| Operating Expenses | \$390,986 | \$420,482 | \$436,529 | \$453,290 | \$470,769 |
| EBITDA | (\$61333) | \$155,668 | \$181,098 | \$208,696 | \$238,422 |

2.

The Cafe

The Rodio Experience

The Rodio Vision

Purpose Statement

Cuisine Overview

Jessica's Tienda de Regalos

Other Rodio Activities

Keys to Success

The Rodio Experience

Rodio



The name, personality, and even the ambiance of Rodio Mexican Cafe is inspired by Rodio Carso whose life many moviegoers will remember from the Selma Hayek film, "Frida".

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The Rodio Vision

Rodio

Customers enjoy Rodio the way they want. Enjoy a delightful Sunday brunch, a pleasant lunch or dinner with friends or colleagues, be in a hurry or relax and hang out. This is Rodio way. The food is a fusion of authentic Mexican and Tex-Mex. The service staff is friendly and attentive.

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Purpose Statement

Rodio

Rodio Mexican Cafe will establish itself as the premier casual Mexican Dining Restaurant in the Rice Village area of Houston, TX. The six following guiding principles will help the Company measure the appropriateness of its decisions.

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Cuisine Overview

Rodio

The cuisine at Rodio is best described as local ingredients with a Mexican influence. The menu provides a fusion of authentic Mexican with the popular Tex-Mex Anglo influenced the tastes of many Texans. Authentic Mexican dishes will include enchiladas, enfrijoladas, and tamales.

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Jessica's Tienda de Regalos

Rodio

Rodio will offer a small number of branded products for sale at an attractive display case located at the entrance to the restaurant. While these products will evolve in the early years, the initial



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Other Rodio Activities

Rodio

Rodio is not simply a wonderful restaurant with a gift shop. Other activities that make Rodio special include:

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Keys to Success

For Rodio, the keys to its success are simple and straightforward.

Rodio

The industry recognizes the most important factor determining whether a person returns to a restaurant is the level of the customer experience throughout the dining engagement. Rodio achieves this level of excellence by hiring, training, and leading a staff

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Customer Service Excellence

Start writing here..

Rodio

Rodio provides ongoing training that empowers its staff to any out their tasks with confidence and skill. Employees are well-spoken and well-versed in the products that Rodio offers; and trained to provide friendly, professional, and prompt service to every g

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Creating a Great Service Staff

Start writing here..

Rodio

Rodio's service foundation is based on a belief that no task is more or less significant than the next because guest perceptions are often formed by minor details that have a major impact. For example, Rodio believes that taking an order or bring a bill exactly

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Attention to Details

Start writing here..

Rodio

Rodio will be a place that people want to engage regularly. That environment that compliments what the customer expects. People are looking for a social, friendly atmosphere, a "meeting place." So, Rodio has designed floor plans to embrace that; to make it

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Ambiance

Start writing here..

3.

The Menus

Everyday Menu

Ms. Katario has created a menu that features just the right combination of authentic Mexican cuisine and the always popular Tex-Mex items that Americans have come to love.

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Everyday Menu

Appetizers



Fiesta Guacamole

Avocado, onions, cilantro, tomato, Serrano peppers (optional), lemon, and salt



Chalupitas Poblanas

Four Small corn tortillas, mild green and red salsa sauce, topped with refried beans, meat, and fresh cheese



Rodio Ceviche

Your choice of fish, shrimp or octopus ceviche, red onions, tomatoes, Serrano chili (optional), cilantro, avocado, and lemon juice



Acapulco Taquitos

Four small taquitos, wrapped in fresh flour tortillas stuffed with grilled shrimp, avocado, onions, Thousand Island dressing, and chipotle peppers

Soups



Azteca Soup

Mexico's popular dry vermicelli soup



Caldo Xochitl

This traditional Mexican soup makes a festive of flavors with white chicken breast, avocado, rice, vegetables, chopped onions, and cilantro

Salads



House Salad

Spring mix salad, sliced red onion, diced pimiento peppers, olive oil, red wine vinegar, salt and black pepper



Chicken Grilled Mexicana

Marinated chicken breast, romaine lettuce, black beans, corn, tomatoes, green onions, avocado, tortilla chips, and ranch dressing

Entrees



Huaraches

Thick oval shape corn tortilla, topped with refried beans, meat (chicken or beef), lettuce, sour cream, cheese and onions, and a mild red and green home-made sauce



Enfrijoladas Huastecas

Three corn tortillas, stuffed with eggs, bathed in a traditional Mexican bean sauce, topped with sour cream, bacon bits, and our exquisite fresh cheese (queso fresco)



"Tampiquena" Steak platter

A thin steak served with a side of guacamole, a red enchilada, rice, and beans



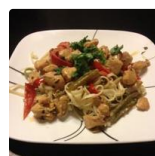
Albondigas al Chipotle

Two delicious meat balls bathed in a chipotle sauce, accompanied with rice and beans

Kid's Menu



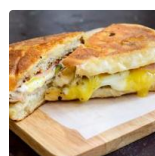
Quesadillas



Chicken Tequilas



Sopecitos



Ham & Cheese Sandwich

Sunday Brunch Menu



Huevos a la Mexicana

Scrambled eggs with chopped tomato, onions, and green hot pepper



Huevos Nortenos

Scrambled eggs, with machaca meat bathed in a mild chile pasilla sauce



Huevos con Chorizo

Scrambled eggs, onions, and chorizo



Swiss Enchiladas

Corn Tortillas, stuffed with a choice of eggs, bathed in a green tomato sauce, melted Swiss cheese



Chilaquiles

Crunchy fresh tortilla chips simmered in your choice of green or red tomato sauce, topped with sour cream, and fresh cheese (queso fresco)

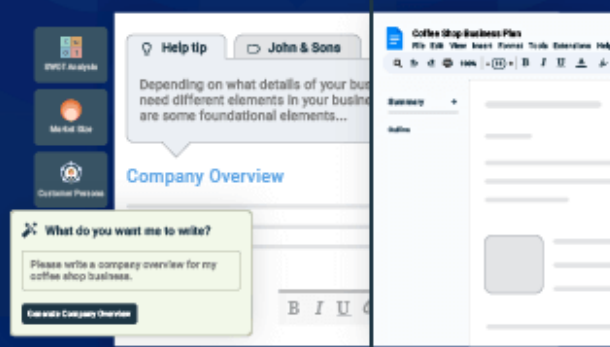


Rodio Molletes

Plain rolls split in half and topped with refried beans and melted cheese with ham, chorizo sausage, or bacon

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4.

Restaurant Operations

Restaurant Operating Policies

Effective Management

Retention through Support & Feedback

Operating Details

☐ Rodio

The successful implementation of the operating standards and philosophies outlined within this business plan demands great support tools and excellence from management. To achieve excellence, Rodio will employ the strategies outlined below:

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Restaurant Operating Policies

☐ Rodio

Rodio will be managed based on several operating strategies and policies that its owner, Jane Doe has developed for Rodio. Rodio will run its operations based upon the following standards to achieve the greatest productivity and profit:

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Start writing here..

☐ Rodio

Rodio will implement a computerized inventory system to closely track and manage food and beverage usage to accurately determine operating costs and guard against loss. Physical inventories will be conducted to verify items on hand and to monitor d

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Strict Inventory Controls

Start writing here..

☐ Rodio

Ms. Doe will continually monitor vendor and purveyor bids to gain the best pricing for all foods, ingredients, and supplies. Market price fluctuations will guide purchasing, menu composition, and menu pricing to ensure the restaurant meets and exceeds profit e

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Purchasing Cost Controls

Start writing here..

📁 Rodio

Rodio cooks will follow standardized recipes and recipe cards developed by Ms. Doe to control food costs and ensure consistency of ingredients from plate to plate. Rodio will serve innovative and delicious food while also achieving the greatest revenue.

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Recipe & Portion Controls

Start writing here..

📁 Rodio

Cross-utilization is the process of using secondary scraps from one food preparation to make other dishes while avoiding the typical waste associated with tossing out "food scraps" at a loss. Ms. Doe intends to purchase, cook, and serve high-quality dishes.

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Cross Utilization of Inventory

Start writing here..

📁 Rodio

Rodio will maintain a zero-tolerance policy for sanitation and food handling throughout the entire restaurant to ensure the safety and health of all guests. These standards will be instilled through the direct leadership and training of Ms. Doe. Rodio will always

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Sanitation & Food Handling

Start writing here..

Effective Management

Rodio

Ms. Doe will be responsible for running the day-to-day operations of the restaurant and managing the staff. Weekly meetings among the restaurant staff will provide a forum to review and discuss financial and operational performance. Key decisions related to the restaurant's

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Rodio

Rodio has begun reviewing various Point of Sale systems that will enable the Company to accurately track transactions, minimize labor costs, analyze transactions, manage inventory, process payroll, track customer marketing efforts, and provide real-time


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Software & Systems

Start writing here..

Rodio

An ongoing program of training and education will ensure that all employees learn and implement Derrida's exacting standards for service and operational procedures. Managers will lead daily pre-shift meetings and weekly meetings to provide on-going


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Training Program

Start writing here..

Rodio

While the quality of the cuisine and dining experience contributes significantly to a restaurant's profitability, it is attention to business and financial details that can transform small profits into large returns. While all decisions will be made with the customer and

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Money Management

Start writing here..

Retention through Support & Feedback

Rodio

Management will consistently focus on creating a work environment that makes Rodio "the place to work" for top culinary and service talent. This will be done by:

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Operating Details

Rodio

The restaurant will be open Monday through Thursday from 11:00 am to 10:00 pm and Friday and Saturday from 11:00 AM to midnight On Sundays, Rodio will open at 8:00 am for Sunday Brunch and close at 10:00 pm Rodio will accept cash, traveler's check

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Start writing here..

5.

Market Analysis

Target Market

Market Segmentation

Rodio's Neighbors

Target Market

Rodio

The Company's target customers are on-the-go 20-50 year old who enjoy good food and live or work in the neighborhood. Many of them will stop by to pick up something to go and others will want to meet friends at a friendly place and hang out. Many of these customers are


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Market Segmentation

Rodio

The 2000 Census of Houston/ Rice Village says there are currently over 420,000 people within the 5-mile radius of this popular metropolitan area. Just two blocks from the Rice University campus, the area is known for its wide variety of restaurants, nightlife

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Rodio's Neighbors

Rodio

Rice Village, the home of Rodio Mexican Cafe is the educational, cultural, and health care center of one Houston Texas, one of America's largest and most dynamic cities. Rice University was established in 1876 and currently has about 3,500 undergraduate, 2,275

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6.

Competition

Competitive Landscape

Key Competitors

Competitive Advantages

Competitive Landscape

Rodio

There are numerous restaurants in metropolitan Houston that serve Mexican food. Many have been established for many years and are very well known and patronized. While there are many restaurants in the Rice Village neighborhood, there are no "Mexican" r

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Key Competitors

Rodio

There are two restaurants in close proximity to Rice Village that have similar menus.

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El Meson Mexican Restaurant
2425 University Blvd, Houston, TX 77005 This restaurant offers a combination between Spanish and Cuban Cuisine. It has been family owned and operated since 1981.



Mi Luna Tapas Restaurant Bar
2441 University Blvd, Houston, TX 77005- Rice Village Mi Luna is a tapas restaurant in the Rice Village. It is a Spanish cuisine restaurant that offers a wide variety of flamenco shows during the week.

Competitive Advantages

📄 Rodio

Rodio believes it has several competitive advantages. In the first instance, Rodio understands Hispanic tastes and knows what real authentic Mexican food is all about. In addition, Rodio's menu is positioned at the right price point for the neighborhood in which it is located.

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7.

Marketing


Market Positioning & Branding

Marketing Strategies

Market Positioning & Branding


 Rodio

In each and every activity in which the Company participates, it will establish or reinforce its brand. In doing so, every aspect of the Company's communications with customers, employees, vendors, and other partners will be based on establishing and supporting a consistent brand identity.


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Marketing Strategies

 Rodio

The Company will achieve its marketing objective; through a carefully conceived and aggressively implemented marketing program highlighted by the following strategies:

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8.

The Rodio Team

The Founder

The Rodio Staff

Compensation Program

Professional Services Providers

External Issues

The Founder

📁 Rodio

The Founder brings a good mix of backgrounds, experiences, and skills. She has been preparing for this opportunity. Relevant skills that benefit the restaurant include:

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Jane Doe

Founder & Owner - jane.doe@example.com

Ms. Doe, a native of Mexico immigrated to the United States in 1994. She is a 2001 graduate of the University of Texas at Arlington where she studied Communication Technology and Business Administration. She currently serves as Project Manager for Montecash LLC, an international pawnshop company based in Mexico City with over 200 locations in Mexico, Guatemala, El Salvador, the United States, and Puerto Rico. Her responsibilities include establishing Montecash Financial stores in 5 states in the US. The first location recently opened in Houston, TX.

Prior to working for Montecash, she worked for two years as Marketing & Communications Manager/ Project Manager for SB Jeunesse Inc., an international cosmetics company based in Houston with locations in California, Puerto Rico, Mexico, and Central America. She participated in all aspects of business development and as a bilingual liaison between the US and other countries in the creation of effective marketing and communication strategies to penetrate different markets. She supervised all Product Development, Product Branding, and Marketing Strategies. Ms. Doe also spent 4 years at Azteca America, a television network for Spanish speaking families where she had increasingly responsible duties during her tenure.

Ms. Doe has strong analytical, communication, creative, organizational, and leadership skills and has a proven record in business development.

The Rodio Staff

Rodio

Rodio will be open for business roughly 80 hours per week. The result is that it will be necessary to have a redundant management staff so that the business is always operating at peak efficiency. Ms. Doe will be the restaurant's general manager. She


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Compensation Program

Rodio

All employees who do not have the "manager" designation in their title will be paid on an hourly basis. Front of the house staff share in gratuities. All manager level staff will be paid on a salary plus bonus basis. The bonus will be based upon the achievement of p

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Start writing here..

Professional Services Providers

Rodio

The founder has engaged or intends to engage the following professional service providers:

- Attorney - Ricardo Baca, RAB Law Firm, PC, Houston, Texas

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External Issues

📁 Rodio

There are no regulatory issues related to EPA, OSHA, IRS, or other governmental agencies. There are no unions represented at the Company and there is no pending or anticipated litigation. Business and liquor licenses will be required.

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9.

Financial Plan

Funding Requirement & Capitalization

Summary Financial Highlights

Projected Balance Sheet

Projected Profit and Loss

Cash Flow Statement

Funding Requirement & Capitalization

Rodio

Rodio will require \$300,000 in capital to fund the launch of the restaurant. Of that amount of \$5,000, has been contributed by the Company's shareholders. The balance of \$295,000 is being sought from investors. These funds and the cash flow generated from

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Summary Financial Highlights

Rodio

Financial projections of the Company's performance for the 5 years of the planning period are as follows:

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Rodio

- Assumes 521 customers per month, growing at 3% year-over-year
- Assumes average ticket of \$20.00 of which 50% is food and 20% is a beverage


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Brunch Revenue Assumptions

Start writing here..

Rodio

- Assumes 1,825 customers per month, growing at 3% year-over-year
- Assumes average ticket of \$15.00 of which 50% is food and 20% is a beverage


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Lunch Revenue Assumptions

Start writing here..

Rodio

- Assumes 2,086 customers per month, growing at 3% year-over-year
- Assumes average ticket of \$2100 of which 50% is food and 20% is a beverage

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Dinner Revenue Assumptions

Start writing here..

Projected Balance Sheet

| | 2024 | 2025 | 2026 |
|--------------------------|---------------------|---------------------|-----------------------|
| Assets | \$236,927.17 | \$710,901.43 | \$1,887,655.95 |
| Current Assets | \$178,495.17 | \$664,037.43 | \$1,852,359.95 |
| Cash | \$178,495.17 | \$664,037.43 | \$1,852,359.95 |
| Accounts Receivable | \$0 | \$0 | \$0 |
| Inventory | \$0 | \$0 | \$0 |
| Other Current Assets | \$0 | \$0 | \$0 |
| Long Term Assets | \$58,432 | \$46,864 | \$35,296 |
| Gross Long Term Assets | \$70,000 | \$70,000 | \$70,000 |
| Accumulated Depreciation | (\$11,568) | (\$23,136) | (\$34,704) |

| | 2024 | 2025 | 2026 |
|---------------------------------|---------------------|---------------------|-----------------------|
| Liabilities & Equity | \$236,927.16 | \$710,901.40 | \$1,887,655.92 |
| Liabilities | \$68,315.35 | \$35,009.66 | \$0 |
| Current Liabilities | \$33,305.69 | \$35,009.66 | \$0 |
| Accounts Payable | \$0 | \$0 | \$0 |
| Income Tax Payable | \$0 | \$0 | \$0 |
| Sales Tax Payable | \$0 | \$0 | \$0 |
| Short Term Debt | \$33,305.69 | \$35,009.66 | \$0 |
| Long Term Liabilities | \$35,009.66 | \$0 | \$0 |
| Long Term Debt | \$35,009.66 | \$0 | \$0 |
| Equity | \$168,611.81 | \$675,891.74 | \$1,887,655.92 |
| Paid-in Capital | \$0 | \$0 | \$0 |
| Common Stock | \$0 | \$0 | \$0 |
| Preferred Stock | \$0 | \$0 | \$0 |
| Owner's Contribution | \$50,000 | \$50,000 | \$50,000 |
| Retained Earnings | \$118,611.81 | \$625,891.74 | \$1,837,655.92 |
| Check | \$0 | \$0 | \$0 |

Projected Profit and Loss

| | 2024 | 2025 | 2026 |
|----------------|------------------|-----------------------|-----------------------|
| Revenue | \$764,388 | \$1,183,127.07 | \$1,919,966.49 |
| Dine-in Sales | \$358,135.20 | \$643,161.75 | \$1,155,029.25 |
| Unit Sales | 23,876 | 42,877 | 77,002 |
| Unit Price | \$15 | \$15 | \$15 |
| Takeaway Sales | \$255,456 | \$364,218.24 | \$519,289.44 |

| | 2024 | 2025 | 2026 |
|----------------------------------|---------------------|-----------------------|-----------------------|
| Unit Sales | 21,288 | 30,352 | 43,274 |
| Unit Price | \$12 | \$12 | \$12 |
| Beverage Sales | \$150,796.80 | \$175,747.08 | \$245,647.80 |
| Unit Sales | 37,699 | 43,937 | 61,412 |
| Unit Price | \$4 | \$4 | \$4 |
| Cost Of Sales | \$61,107.75 | \$75,156.93 | \$91,335.76 |
| General Costs | \$61,107.75 | \$75,156.93 | \$91,335.76 |
| Food Ingredients | \$42,220 | \$47,822.40 | \$49,191 |
| Coffee Beans | \$24,100 | \$27,216 | \$27,760.32 |
| Baking Ingredients | \$18,120 | \$20,606.40 | \$21,430.68 |
| Packaging and Supplies | \$18,887.75 | \$27,334.53 | \$42,144.76 |
| Takeaway Packaging | \$15,287.75 | \$23,662.53 | \$38,399.32 |
| Cleaning Supplies | \$3,600 | \$3,672 | \$3,745.44 |
| Revenue Specific Costs | \$0 | \$0 | \$0 |
| Personnel Costs (Direct Labor) | \$0 | \$0 | \$0 |
| Gross Margin | \$703,280.25 | \$1,107,970.14 | \$1,828,630.73 |
| Gross Margin (%) | 92.01% | 93.65% | 95.24% |
| Operating Expense | \$560,820 | \$577,462.80 | \$595,343.14 |
| Payroll Expense (Indirect Labor) | \$484,020 | \$496,810.80 | \$509,961.36 |
| Sales Team | \$189,600 | \$193,992 | \$198,489.84 |
| Sales Manager | \$60,000 | \$61,800 | \$63,654 |

| | 2024 | 2025 | 2026 |
|--------------------------------|---------------------|---------------------|-----------------------|
| Sales Assistant | \$129,600 | \$132,192 | \$134,835.84 |
| Technical Staff | \$180,840 | \$185,617.20 | \$190,521.84 |
| Head Mechanic | \$51,240 | \$52,777.20 | \$54,360.48 |
| Bike Technicians | \$129,600 | \$132,840 | \$136,161.36 |
| Administrative Staff | \$113,580 | \$117,201.60 | \$120,949.68 |
| Store Manager | \$67,500 | \$70,200 | \$73,008 |
| Administrative Assistant | \$46,080 | \$47,001.60 | \$47,941.68 |
| General Expense | \$76,800 | \$80,652 | \$85,381.78 |
| Utilities and Rent | \$45,600 | \$47,784 | \$50,073.36 |
| Rent | \$36,000 | \$37,800 | \$39,690 |
| Utilities | \$9,600 | \$9,984 | \$10,383.36 |
| Marketing and Advertising | \$12,000 | \$12,780 | \$14,290.90 |
| Social Media Marketing | \$6,000 | \$6,180 | \$6,365.40 |
| Local Print Advertising | \$6,000 | \$6,600 | \$7,925.50 |
| Operational Expenses | \$19,200 | \$20,088 | \$21,017.52 |
| Kitchen Supplies | \$12,000 | \$12,600 | \$13,230 |
| Cleaning Services | \$7,200 | \$7,488 | \$7,787.52 |
| Bad Debt | \$0 | \$0 | \$0 |
| Amortization of Current Assets | \$0 | \$0 | \$0 |
| | | | |
| EBITDA | \$142,460.25 | \$530,507.34 | \$1,233,287.59 |
| | | | |
| Additional Expense | \$15,848.44 | \$14,227.41 | \$12,523.41 |
| Long Term Depreciation | \$11,568 | \$11,568 | \$11,568 |

| | 2024 | 2025 | 2026 |
|----------------------------------|---------------------|---------------------|-----------------------|
| Gain or loss from Sale of Assets | \$0 | \$0 | \$0 |
| EBIT | \$130,892.25 | \$518,939.34 | \$1,221,719.59 |
| Interest Expense | \$4,280.43 | \$2,659.39 | \$955.41 |
| EBT | \$126,611.81 | \$516,279.93 | \$1,220,764.18 |
| Income Tax Expense / Benefit | \$0 | \$0 | \$0 |
| Total Expense | \$637,776.19 | \$666,847.14 | \$699,202.31 |
| Net Income | \$126,611.81 | \$516,279.93 | \$1,220,764.18 |
| Net Income (%) | 16.56% | 43.64% | 63.58% |
| Retained Earning Opening | \$0 | \$118,611.81 | \$625,891.74 |
| Owner's Distribution | \$8,000 | \$9,000 | \$9,000 |
| Retained Earning Closing | \$118,611.81 | \$625,891.74 | \$1,837,655.92 |

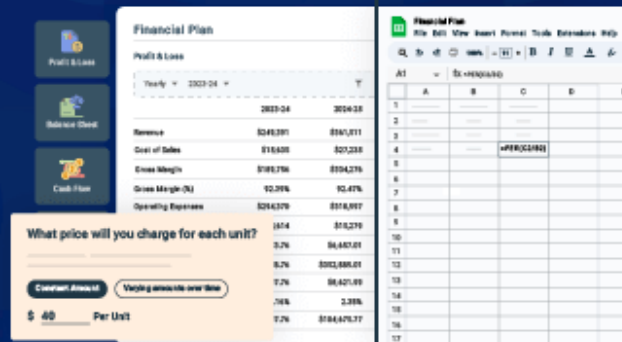
Cash Flow Statement

| | 2024 | 2025 | 2026 |
|------------------------|---------------------|-----------------------|-----------------------|
| Cash Received | \$764,388 | \$1,183,127.07 | \$1,919,966.49 |
| Cash Paid | \$626,208.19 | \$655,279.14 | \$687,634.31 |
| COS & General Expenses | \$137,907.75 | \$155,808.93 | \$176,717.54 |
| Salary & Wages | \$484,020 | \$496,810.80 | \$509,961.36 |
| Interest | \$4,280.43 | \$2,659.39 | \$955.41 |
| Sales Tax | \$0 | \$0 | \$0 |
| Income Tax | \$0 | \$0 | \$0 |

| | 2024 | 2025 | 2026 |
|----------------------------------|---------------------|----------------------|-----------------------|
| Net Cash From Operations | \$138,179.81 | \$527,847.93 | \$1,232,332.18 |
| Assets Sell | \$0 | \$0 | \$0 |
| Assets Purchase | \$70,000 | \$0 | \$0 |
| Net Cash From Investments | (\$70,000) | \$0 | \$0 |
| Amount Received | \$150,000 | \$0 | \$0 |
| Loan Received | \$100,000 | \$0 | \$0 |
| Common Stock | \$0 | \$0 | \$0 |
| Preferred Stock | \$0 | \$0 | \$0 |
| Owner's Contribution | \$50,000 | \$0 | \$0 |
| Amount Paid | \$39,684.64 | \$42,305.67 | \$44,009.66 |
| Loan Capital | \$31,684.65 | \$33,305.69 | \$35,009.66 |
| Dividends & Distributions | \$8,000 | \$9,000 | \$9,000 |
| Net Cash From Financing | \$110,315.36 | (\$42,305.67) | (\$44,009.66) |
| Summary | | | |
| Starting Cash | \$0 | \$178,495.17 | \$664,037.43 |
| Cash In | \$914,388 | \$1,183,127.07 | \$1,919,966.49 |
| Cash Out | \$735,892.83 | \$697,584.81 | \$731,643.97 |
| Change in Cash | \$178,495.17 | \$485,542.26 | \$1,188,322.52 |
| Ending Cash | \$178,495.17 | \$664,037.43 | \$1,852,359.95 |

Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.



The image shows the Upmetrics Financial Plan interface. On the left, there are three buttons: 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' for 'Profit & Loss' for the year 2023-24. It shows a table with columns for '2023-24' and '2024-25'. The table includes rows for Revenue, Cost of Sales, Gross Margin, Gross Margin (%), and Operating Expenses. Below the table, there is a section titled 'What price will you charge for each unit?' with a 'Constant Amount' button and a 'Varying amounts over time' button. The 'Constant Amount' button is selected, and the value '\$ 40' is entered. The 'Per Unit' button is also visible.

| | 2023-24 | 2024-25 |
|--------------------|-----------|-----------|
| Revenue | \$241,391 | \$161,811 |
| Cost of Sales | \$116,620 | \$27,238 |
| Gross Margin | \$124,771 | \$134,573 |
| Gross Margin (%) | 51.7% | 82.4% |
| Operating Expenses | \$214,379 | \$118,987 |

What price will you charge for each unit?

Constant Amount Varying amounts over time

\$ 40 Per Unit



Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes – no more remembering complex formulas or fussing in the spreadsheet.

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Mariia Yevlash



Student, Sumy State University – Ukraine

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